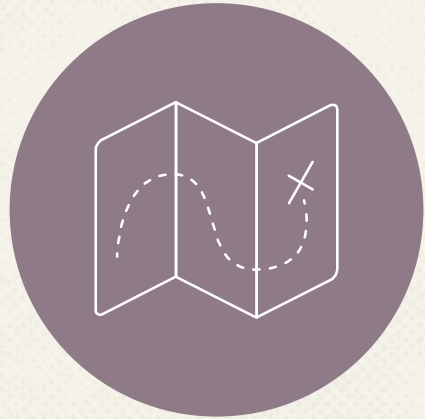


WORKGROUP NEEDS AND CHALLENGES

MANAGEMENT BOARD PRESENTATION

Deb Klenotic
Deputy Communications Director
Pa. DEP
Communications Workgroup Vice-Chair

Rachel Felver
Communications Director
CBP – Alliance for the CB
Communications Workgroup Coordinator



- **WHY ARE WE HERE?**

Last fall, GIT 6 brought up the idea of moving the Communications Workgroup under them.

WHY ARE WE HERE

- Communications has emerged as a common theme at quarterly progress meetings since the biennial strategy review system was put into place.
- Our Communications Office and Communications Workgroup have struggled to determine how we should respond to these requests for support.

WHY ARE WE HERE

- In October, discussions began around moving our workgroup under the Enhancing Partnering, Leadership and Management GIT as a possible way to strengthen our capacity.
- In January, we decided to examine all of our challenges and explore all possible solutions before we decided whether to take this step.
- We discovered that we face challenges related to our mission, our membership, our role within the Chesapeake Bay Program and our resources. *Similar issues that face other goal teams and workgroups.*

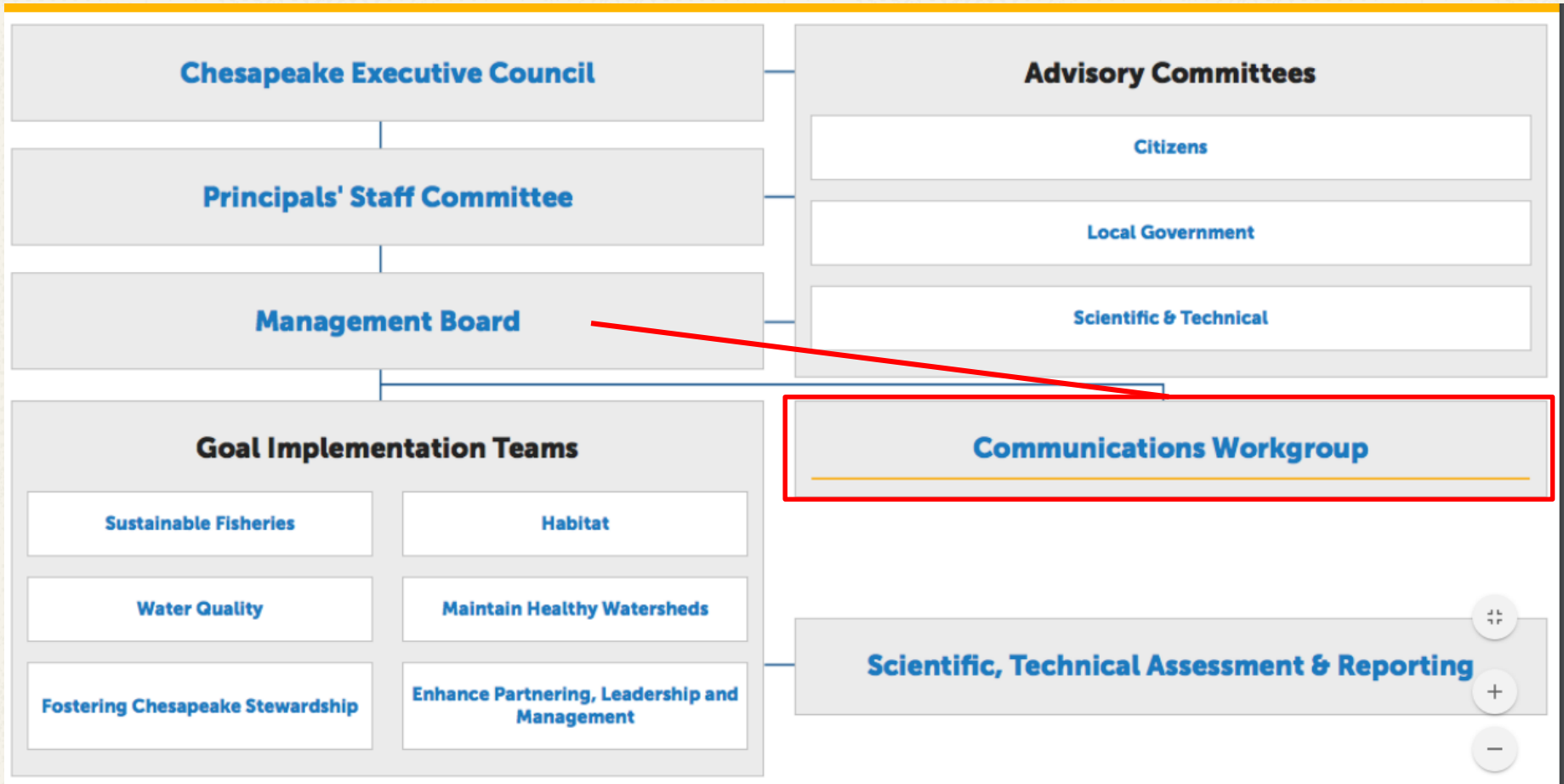
COMMUNICATIONS

-
- **WORKGROUP BACKGROUND**

BACKGROUND

- Communications Workgroup Executive Committee:
 - Catherine Krikstan (UMCES) – Chair
 - Deb Klenotic (PA DEP) – Vice-Chair
 - Rachel Felver (ACB) – Coordinator
 - Rebecca Chillrud (CRC) - Staffer

BACKGROUND



BACKGROUND

- Purpose
 - Fosters cross-jurisdictional communication.
 - Provides expert advice and recommendations.
 - Provides professional guidance to the Chesapeake Bay Program Communications Office.

BACKGROUND

○ Goals

- Help set annual priorities for CBP Communications Office.
- Provide expert advice and recommendations when asked to address communications needs of Bay Program Goal Teams and Workgroups.
- Foster cross-jurisdictional communication among CBP partners by providing a collaborative forum to discuss communications issues, share ideas and resources and meet communications needs.
- Promote current communications best practices to foster professional development and growth among members.

BACKGROUND

- Membership

- Our charter states we should have communications and public relations professionals representing:
 - Seven Chesapeake Bay watershed jurisdictions.
 - Chesapeake Bay Commission.
 - U.S. Environmental Protection Agency.
 - Three CBP advisory committees.
 - GIT liaisons.
 - Professionals from other federal agencies, academic institutions and nonprofit organizations.
 - Select members from CBP Creative Team.

BACKGROUND

- In the past six months, we've had the following successes:
 - Added 17 new members.
 - Brought Pennsylvania in to serve in a leadership position.
 - Significantly increased shared messaging in digital communications among the jurisdictions.
 - Increased our focus on outcomes, sharing campaign debriefs and engagement statistics, to inform and increase impact of future communications.
 - Held successful in-person meeting focused on media outreach that was attended by [number] members and had very positive feedback from more than half.
 - Surveyed membership to begin process of making work group more effective.



CHALLENGES

CHALLENGES

- **Challenge: Mission**

- We are tasked with supporting the internal Chesapeake Bay Program and its external partners, but we don't have the capacity to serve both audiences.
- External partners have expressed dissatisfaction with the level of emphasis we've placed on Chesapeake Bay Program work.
- We are tasked with addressing the communications needs of Chesapeake Bay Program workgroups and goal teams, but internal groups rarely ask us for support and external partners never do.

CHALLENGES

○ **Challenge: Membership**

- ☐ We have not been able to attract the appropriate experts from partner agencies and organizations.
- ☐ Some partner agencies and organizations are not represented on our workgroup at all.
- ☐ Some critical members fail to attend our meetings on a regular basis.

CHALLENGES

- **Challenge: Partnership Role**

- ☐ Our relationship to and intended interactions with the Management Board are unclear.
- ☐ We do not possess “authority” within the Chesapeake Bay Program, which means internal teams release publications without informing (or involving) the workgroup.

CHALLENGES

- **Challenge: Resources**

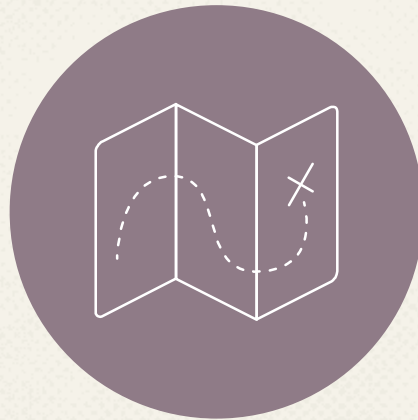
- Partner agencies and organizations seem hesitant to pool their resources in the context of this workgroup.
- Our ineligibility to receive GIT Funding limits the resources we have to offer support to GITs who have expressed clear communications needs.



NEEDS

NEEDS

- A clearly defined mission that is supported by the workgroup.
- The “right” people at the table and consistent member attendance.
- A clearly defined role within the Chesapeake Bay Program’s organizational structure.
- Additional available resources to support communications projects and products.



- **ASKS**

How can the Management Board help us and other CBP goal teams and workgroups?

MB ASKS

- What is the perception of the Communications Workgroup?
- What do you need from us?
- How do you think we should be functioning?
- What other groups should be represented on the workgroup?

THANKS!

Any questions?

You can find us at:

Rachel Felver
CBP Communications Director
rfelver@chesapeakebay.net
(410) 267-2740

Deb Klenotic
Pa. DEP Deputy Communications Director
dklenotic@pa.gov
(717) 783-9954